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ABSTRACT

A comparison of Monroe County projections of high school graduates and the March 1986 Rochester Labor Area Summary points to some excellent opportunities for marketing Monroe Community College (MCC). Projections of high school graduation rates show a 25% decrease in the number of graduates between 1989 and 1991, while the demand for entry-level service employees is expected to increase. MCC will not only be competing with other colleges for this pool of high school graduates, but also with service industries that will be offering graduates attractive entry-level jobs. To deal with these demographic and economic trends, MCC should: (1) position itself within the community as the school to go to while holding a job because of its convenient location and transferable education; (2) adapt its college services for working students; (3) intensify relationships with those local service industries in greatest need (e.g., department apparel, and grocery stores; restaurants; gasoline stations; hotels, motels, and campgrounds; and amusement and recreational services); (4) consider cooperative education programs that rotate work and education time periods; (5) schedule relevant courses and programs to correspond to the slack time of particular service industries; and (6) encourage industries to offer their staff opportunities to earn college degrees through adjustable hours, tuition reimbursement, or alternative work/education. (EJV)

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DEMOGRAPHIC PROBLEMS AND OPPORTUNITIES

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Rochester, New York

May 5, 1986

JC 860 209

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TO: President, Vice Presidents, Strategic Planning Committee, Corporate Services, Marketing Committee, Curriculum Committee Chair

FROM: Fran Osborn

DATE: May 5, 1986

SUBJECT: Demographic problems and opportunities

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It's interesting to compare the two attached data sheets: Monroe County Projections of High School Graduates and the March 1986 Rochester Labor Area Summary.

High school grads, after increasing slightly in number in the next two years (1987 to 1988), will decrease 25% the following three years (1989 to 1991). An additional complication arises, when we realize that this is the same pool that supplies entry-level service jobs. A glance at the Area Labor Summary reveals the demand for services employment drastically increasing at the very time the traditional labor supply is decreasing by one-fourth.

Therefore, not only is MCC competing with other colleges for the group that now supplies approximately 70% of our full-time students, but we are competing with service industries who will be offering them jobs. Market conditions will force service industries to raise entry-level salaries to become more attractive, which might tempt 18-year olds to defer, or forego, college.

All this could convert to some excellent opportunities for Monroe Community College.

1) We should position MCC as the school to go to while holding a job. Our location can become increasingly attractive for young people to live at home, earn money, and finish two years of quality, transferable education. Therefore,

- o This aspect of MCC must become widely known in the community
- o We must adapt current College services to become attractive and useful for such students: student services, student activities, scheduling--around the year and around the clock, course options other than semester length

2) We should intensify our relationships with those local service industries identified by the Labor Summary as in greatest need: department, apparel, grocery, and food stores, restaurants, gasoline stations, hotels, motels, and campgrounds, and amusement and recreational services.

Many of these are areas in which we already offer strong, attractive, educational programs that can lend themselves to combined work/study experiences. Perhaps there are other service needs which will require MCC to develop new courses of study. Co-op, rotating work and education time periods, course offerings presented on work premises, etc., might be appealing. In each adaptation, we would seek to make our current high quality the standard.

Many of these lines of work are season driven, earning 50-70% of their total year's income in particular, often brief, periods. The off-periods might be used for education, if we offered courses during down-time. Slack periods differ for certain programs, e.g., retail stores vs. campgrounds, which would require us to be flexible in times and duration of courses.

These service industries might become more competitive in satisfying their employment needs by offering opportunities for their staff to earn college degrees through adjustable hours, tuition reimbursement or alternating work/education.

We have little more than a year to give thought and planning to turning what could be a difficult period into a dynamic time for us.

Rochester LABOR AREA SUMMARY

This Summary contains information on the Rochester Metropolitan Statistical Area (MSA) which includes Monroe, Livingston, Orleans, Wayne and Ontario counties.

STATE OF NEW YORK Mario M. Cuomo, Governor — DEPARTMENT OF LABOR Lillian Roberts, Commissioner

MARCH 1986
VOL. X No. 3

EMPLOYMENT AND UNEMPLOYMENT: JANUARY 1986

Normal seasonal cutbacks pushed the Rochester area unemployment rate up a full percentage point to 5.9 percent in January. The number of unemployed rose 5,100, from 24,100 in December to 29,200 in January. Compared with a year ago, both employment (+13,100) and unemployment (+1,100) were up, although the jobless rate was unchanged. New York State's unemployment rate rose from 5.9 percent in December to 6.7 percent in January. The jobless rate for the state was 7.0 percent in January 1985.

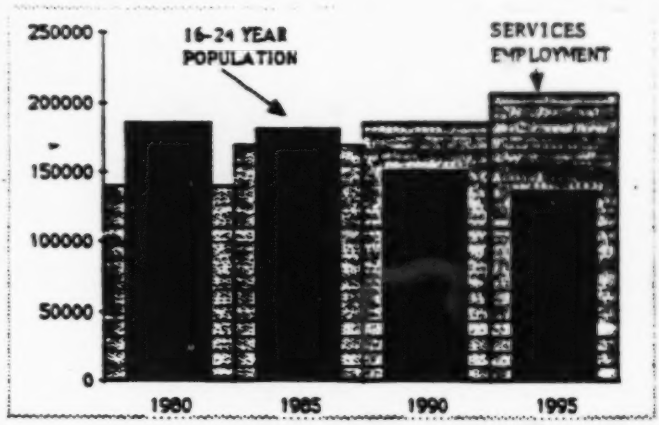
NONAGRICULTURAL WAGE AND SALARY EMPLOYMENT: JANUARY 1986

Nonagricultural jobs fell 11,300 to 448,400 in January. Seasonal layoffs in both manufacturing and nonmanufacturing accounted for most of the loss.

Nonmanufacturing dropped 9,200 since December owing to declines in trade (-4,500), government (-2,200), construction (-1,300) and services (-1,000). Retail trade cut back workers hired for the holiday shopping season, government and services fell as schools were recessed, and construction decreased as colder weather set in. Manufacturing retreated 2,100 as seasonal layoffs occurred in the canning (-1,100) industry and employment declined in instruments and related products (-600).

LABOR SHORTAGES IN THE SERVICE SECTOR--RESULT OF DROP IN YOUTH POPULATION

Demographic and employment trends in the Rochester area have been on a collision course for two decades and labor shortages are now developing in the local economy. A drop in the number of young people--a long-term result of a declining birth rate--has contracted the supply of youth labor force entrants. At the same time, growth of the local economy, particularly in the services sector, has expanded the demand for younger workers. Consequently, shortages have developed in low-pay, low-skill, and part-time jobs--positions traditionally filled by youth.



The graph contrasts the decline in youth population with the rise in services employment. Projections of 1990 and 1995 employment are based on the trend in services and retail trade employment from 1976 through 1985. Population projections were obtained from the "Official Population Projections for New York Counties: 1980 to 2010", April 1985, published by the New York State Department of Commerce. These data indicate that the labor imbalance will intensify through the mid-1990's especially for businesses such as department, apparel, grocery, and food stores, restaurants, gasoline stations, hotels, motels, and campgrounds, and amusement and recreational services. Labor shortages will be more pronounced in the suburban towns of Monroe County, where unemployment rates are generally much lower than in the city of Rochester. Severe staffing problems were already experienced at a new supermarket in Monroe County's Brighton town.

In the future, services sector employers will be forced to adjust to the shortage of young workers and significantly shift traditional services industry employment patterns--creating both human resource problems and opportunities.

NEW YORK LABOR

Data compiled by the Division of Research and Statistics - Jeremy P. Schrauf, Director

Published by the Office of Communications - Richard D. Mulieri, Director

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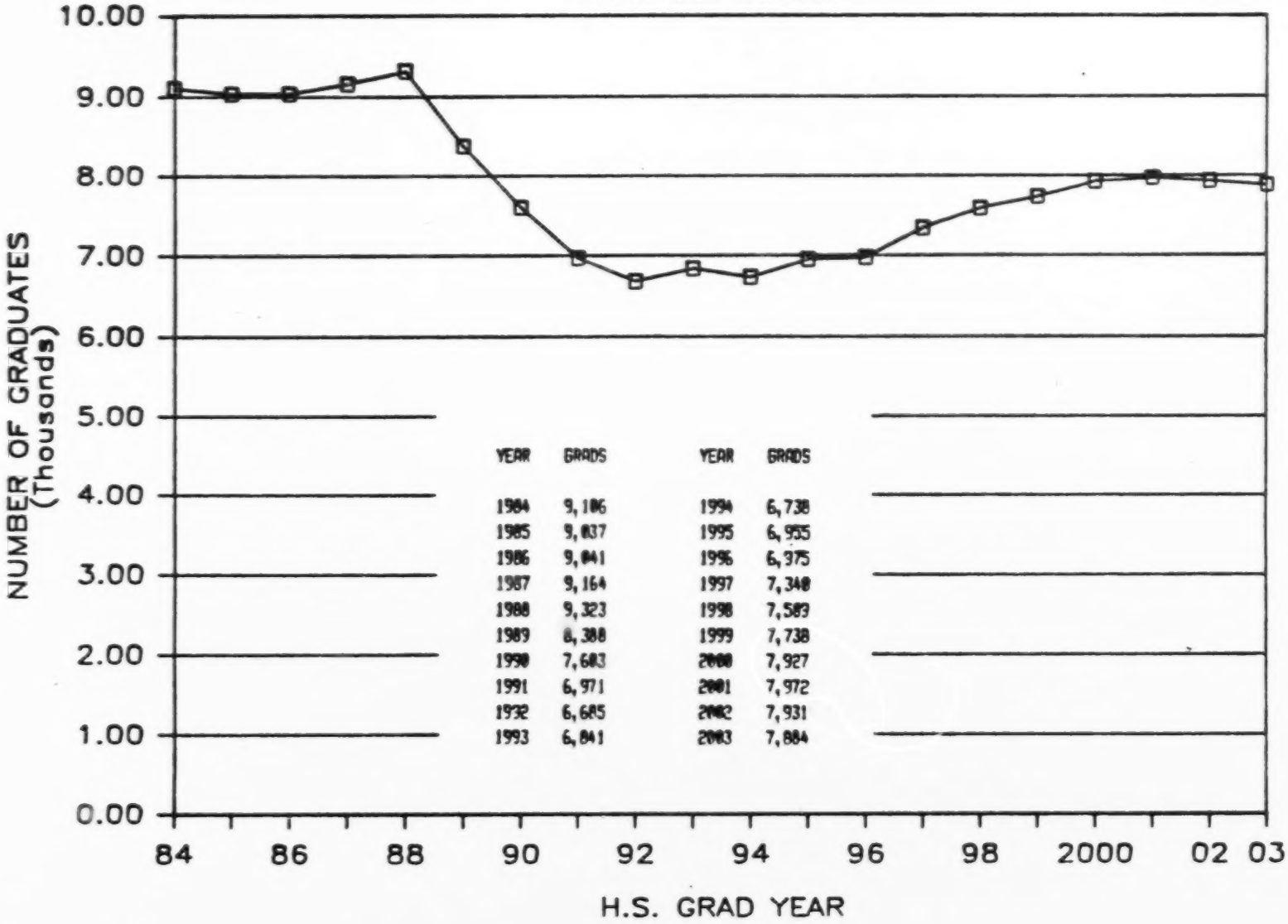
Date: Nov. 13, 1985

PROJECTIONS OF HIGH SCHOOL GRADS

MONROE COUNTY



YEAR	GRADS	YEAR	GRADS
1984	9,186	1994	6,738
1985	9,037	1995	6,955
1986	9,041	1996	6,975
1987	9,164	1997	7,348
1988	9,323	1998	7,589
1989	8,388	1999	7,738
1990	7,683	2000	7,927
1991	6,971	2001	7,972
1992	6,685	2002	7,931
1993	6,841	2003	7,884

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